



Sweet Spreads Packaging in Mexico

September 2025

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Sweet Spreads Packaging in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads packaging grows as household incomes increase, with PET bottles driving growth

Easy-squeeze flexible plastic packaging solutions for sweet spreads enhance accessibility

Glass jars and the 500g pack size lead despite evolving consumer preferences

PROSPECTS AND OPPORTUNITIES

Health awareness to drive growth for sweet spreads packaging that emphasises clarity and trust

Competitive landscape likely to heat up due to global and local investments

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Sweet Spreads Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging shifts towards paper and reduced sizes to meet environmental and economic demands

Non-alcoholic drinks packaging balances plastic dominance with growing eco-friendly solutions

Alcoholic drinks packaging shifts to meet sustainability goals

Beauty and personal care brands adopting refill and reuse models to cut single-use plastics

Refill systems and recycled materials becoming standard in home care packaging

Pet food packaging moves towards sustainable and practical solutions

PACKAGING LEGISLATION

Mexico tightens packaging regulations to promote circularity and reduce the use of plastics

Plastics Pact promotes innovation and shared responsibility for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Plastics agreement seeks to reduce waste and boost recyclability in packaging by 2030

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